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Elena Weber,
Icons founder



Coffee shop success story
"Icons Coffee Couture"

Based in Dubai, Icons Coffee Couture is a German lifestyle coffee chain focusing on organic coffees, teas and healthy but joyful sweets and treats. It is famous for its Organic Coffees, hand crafted German recipes and skinny bakery.

Established in 2013 by Elena Weber, founder & Managing Director, Icons now boasts 9 coffee shops in the Middle East including Dubai, Saudi Arabia and Qatar, 1 in Austria and further plans for 50+ outlets across other countries with franchise partners.

"The main idea behind Icons was to create a place where we can enjoy sweets without feeling guilty. All packed in a fashion and lifestyle coffee shop concept – basically a coffee shop PLUS".

"The key to our success in Icons is the unique product positioning and design as well as its coffee shop plus concept".

The Merrychef Culinary team have been working with Icons Coffee Couture since early 2018 and together have produced some fantastic results, with great recipes produced consistently to a high quality and a fast pace for the business.



Elena Weber

(Founder and Managing Director):

"We chose to buy Merrychef in all our outlets to improve the quality and efficiency of our operation. Our target was to freshly prepare our food in stores without a fully-fledged kitchen. Merrychef allows us to finally do this. Plus, we truly appreciate the easy functionality which helps to standardise our products with no effort. Another decision making criterium was of course, the speed of service which is very, very important in a coffee shop environment where a lot of our customers don't have much time and require a quick breakfast or lunch. We need to make sure that the products come very fast to our customers deliciously hot".

"We were so happy to see that the product perfectly fits into our operations. It's very compact and demands minor space with no emissions, while the look and feel is really nice. We could choose the colour we wanted to have so it perfectly fits into our counter design and operations. We are very grateful".

Sabarinath Sivarajan

(Chief Operating Officer):

"Merrychef product quality is superior. There are no emissions, no need for gas, not much cleaning and it's easy to operate as well. The culinary Chef also gave the idea for our gourmet selection that we recently launched and perfected the recipe in the way we wanted"

"It was possible to have our smoked salmon and cream cheese cool inside while the outside bread is really hot and crisp. We could even offer healthy baked fries which I never expected we could ever launch in our stores which our customers just love, it's one of our best sellers now".

"All of the time we had the greatest support in terms of adjusting recipes, creating new recipes and I am very, very thankful to the Merrychef team. I don't know how many times we called: 'Can you make this recipe? And this one?' and it was all always possible so I'm very grateful".

Expanding your opportunities